

Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County
Clark County Public Health • Tobacco Prevention and Education Program

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<http://www.clark.wa.gov/health/tobacco/tidbits.html>

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Teens Learn How to Speak Out at the ACS SpeakOUT Workshop

Despite snow, ice, wind and late school starts, 18 strong willed and thick skinned youth attend the 5th Annual SpeakOUT Workshop in Vancouver. The youth came from Cathlamet, North Bonneville, Skamania, Stevenson and Vancouver to participate in the youth leadership training provided by the American Cancer Society SpeakOUT Youth Initiative Program. Topics included: Goal Setting,



Recruiting a Team, Team Dynamics, Youth and Adult Partnerships and Planning Activities to Reach Your Goal. "One of the biggest successes was that each of the topics throughout the day was presented by dynamic local youth

who did a great job," said Emily Dietman, SpeakOUT coordinator. "Not only did the participants have fun and receive leadership

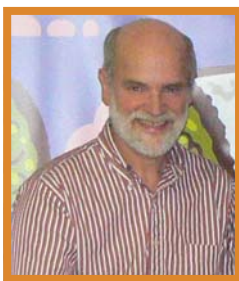
skills, they are also eligible to participate in the SpeakOUT Summer Summit, and apply for our Youth Advocate of the Year Award and Community Action Grants. SpeakOUT is a great way to promote youth tobacco prevention and to develop youth leaders." To get involved in SpeakOUT, contact Emily Dietman 1.800.729.1151 x 185 or Emily.Dietman@cancer.org



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Long-time Tobacco Prevention Advocate Takes on New Cause



James Lanz

After 14 years in tobacco prevention for Clark County Public Health, James Lanz has decided to apply his talents to the agency's Public Health Emergency Preparedness and Response Program. James is a pioneer in tobacco advocacy. In the 1970s, he testified in favor of a proposed ordinance to require no-smoking sections in Eugene restaurants. In 1990, he was involved in some of the first tobacco retailer compliance checks in the state. Since 1993, he has worked in tobacco prevention and in that time



Alter ego Ciggy Buttz

the adult smoking rate in Clark County has declined from 29.8% to around 19%. "Together we've made such an important difference in the lives of so many residents and visitors in Southwest Washington," said James, adding he will miss his co-workers. "James' presence in tobacco prevention work will be missed," said Theresa Cross, health educator with the Tobacco Prevention and Education Program. "He had an eye for detail and kept scrupulous records of everything. He could recall conversations and events from years ago and this ability to give historical perspective to our work was so valuable. He has been the voice of tobacco prevention for many years and I know Emergency Preparedness is getting a real dynamo. With his energy and passion for public health, our community will continue to be well-served." James is already looking for recruits. "If you might be interested in volunteering for the Medical Reserve Corps or the Citizen Corps to help out in times of public health emergencies or if you'd just like to learn more, please contact me at 360.397.8416." You can e-mail James at: James.Lanz@clark.wa.gov.

State's Tobacco Grades Stay Consistent

Washington State's 2006 tobacco prevention and control efforts received the same grades as the previous year, according to the recently released State of Tobacco Control Report from the American Lung Association. Washington's grades for 2006:

- Tobacco prevention and control spending: B
- Smoke-free air laws: A
- Cigarette tax: A
- Youth access laws: C

[View the report.](#)

The American Lung Association has also launched the Smoke-free Air 2010 Challenge, calling on all states and communities to be smoke-free before 2010.

REPORT CARD

STATE OF TOBACCO CONTROL

Grades:

Smoke-free Air Laws - A

Youth Access Laws - C

Tobacco Prevention and Control Spending - B

Cigarette Tax - A

Tobacco Sales to Minors Continue to Drop Statewide

Ninety-five percent of tobacco retailers in Washington are complying with the law prohibiting sales of tobacco to minors, according to the annual Synar Report, which describes the rate of illegal retailer sales to minors during random checks. This means that, in 2006, 5% of retailers statewide sold tobacco products to minors, a decrease of nearly 60% compared to 1999 sales of more than 12%. Locally, Clark County's average, 5-year (2002-06) Synar rate was 8.5%, meaning retailers did not sell tobacco to minors and were in compliance with the law 91.5% of the time. The Synar rates in both Clark and Skamania county are below the federally mandated maximum of 20%. The federal government requires states to prohibit retailers from selling or distributing tobacco products to anyone under the age of 18 years and to conduct random, unannounced inspections to ensure compliance with the law. In Washington, local health departments and the Liquor Control Board conduct the inspections, and tobacco prevention youth groups assist by trying to buy cigarettes while underage. A shift in attitude towards protecting youth from tobacco use, combined with education about the legal requirements of tobacco sales and retailer cooperation are credited with the significant decrease in sales. For more information, contact [Long Vue](#)

New Cessation Campaign Launched



On January 29, the Cold Turkey campaign picked up where the 2005 Fight Your Urge campaign left off – by emphasizing the importance of having a plan for organizing the quitting process. An actual cold turkey is the star of the campaign, which will run at least through June 2007. The raw poultry represents the difficulty of quitting “cold turkey” without a plan in place. Tobacco users are encouraged to call 1-800-QUIT-NOW to talk with a quit coach or to visit www.quitline.com. The campaign includes TV, radio, and transit advertising, and out-of-home materials such as laundromat clings, gas pump toppers, convenience store posters, window clings, and coffee cup sleeves. Research for the campaign revealed insights into the psychology of smokers and helped guide the development of the campaign. They found that people trying to quit are in a struggle to give up something that brings tangible comfort in exchange for a future, so-called “more positive” state that is uncertain and not yet tangible. Smoking is ingrained in smokers routines and rituals, perhaps more than they even realize. Smokers can be unreasonably hard on themselves and guilt is a huge part of being a smoker. Many smokers want to quit but worry about their ability to succeed and the negative consequences of quitting, such as discomfort. Lastly, a smoker will quit many times before succeeding. For more information, contact Scott Schoengarth at

Patients with Brain Damage Shed Light on Urge to Smoke

Cigarette smokers who suffer damage to a particular brain region often lose the urge to smoke, according to a new study. Although they are not recommending brain damage as treatment for smokers who want to quit, researchers say the findings provide important insight into the biological basis of addictive behaviors. Previous research on addiction has implicated the insula, a brain region tucked into a deep fold in the cerebral cortex. In brain scans of cocaine addicts, for example, the insula lights up in response to images of drug paraphernalia. Those kinds of images also tend to give addicts an urge to take more drugs. Similarly, videos of people smoking stimulate the insula in smokers' brains. Such work suggests that the insula helps generate addicts' drug-related urges. So what would happen if the insula suddenly went offline? In a study of 19 cigarette smokers who had suffered insula damage as a result of a stroke or other neurological problem, 12 of these people stopped smoking immediately after their brain injury and reported feeling no urges to smoke and no relapses since they quit. The findings could have implications for how to beat addiction. The complete study, "**Damage to the Insula Disrupts Addiction to Cigarette Smoking**" can be found online at ScienceNOW daily news: <http://sciencenow.sciencemag.org/cgi/content/full/2007/125/1>

Addictive Nicotine has Increased 11% Over 7-Year Period, Study Says

A re-analysis of nicotine yield from major brand name cigarettes sold in Massachusetts from 1997 to 2005 has confirmed that manufacturers have steadily increased the levels of this agent in cigarettes. This independent analysis, based on data submitted to the Massachusetts Department of Public Health (MDPH) by the manufacturers, found that increases in smoke nicotine yield per cigarette averaged 1.6% each year, or about 11% over a seven-year period (1998-2005). Nicotine is the primary addictive agent in cigarettes. The increasing trend was observed within all major market categories (mentholated vs. non-mentholated and full flavor vs. light, mild, or ultralight). Increasing smoke nicotine yield was associated with increasing nicotine concentration in the tobacco and number of puffs per cigarette, and decreasing percent filter ventilation of the cigarette. The full report "**Trends in Smoke Nicotine Yield and Relationship to Design Characteristics Among Popular U.S. Cigarette Brands**" is available here: <http://www.hsph.harvard.edu/nicotine/trends.pdf>

Through with the Chew & Great American Spit Out are Coming Up

Chewing is not a safe alternative to smoking and the *Through with the Chew* and *Great American Spit Out* public awareness campaigns hope the spread that message. The *Through with Chew* program is happening

the week of February 18-24. It is aimed at decreasing spit tobacco use among adults and youth and to increase their knowledge of the health effects of using this product. The *Great American Spit Out* will be recognized on February 22. This particular day is dedicated to support spit and snuff users who want to quit. The *Through With Chew* Web site has a downloadable [tool kit](#) with several suggestions and materials for media event, flyers, displays, activities, letters and much more. If your group plans to participate in one of these events, or you need more ideas or materials contact: [Long Vue](#) 360.397.8214.



**First Warning Sign
of Cancer.**

Spit Tobacco is NOT a Safe Alternative to Smoking.



TATU Teen Conference

Mark your calendars for the Teens Against Tobacco Use (TATU) conference coming up on March 1 from 8:30 AM–1:15 PM at Clark College. The conference will consist of three, 50 minute sessions presented "conference style," where teens move from one concurrent session to another: **Tobacco – A chemical waste site!** An overview of the chemicals in tobacco and the dangers associated with using tobacco. This session will review both smokeless tobacco and cigarettes. **Can we talk?** This workshop will cover information on making an effective presentation, and **Who controls your mind?** This workshop will include information on media literacy and the marketing tactics of the tobacco companies to include how they market to specific cultural groups. Contact: [Dinah Brosius](#) 360.750.7500 x 144

Strategies to Make Tobacco Prevention more Effective With Low SES Populations

February 12, Chehalis - [Bridges Out of Poverty: Strategies for Professionals and Communities](#)

Learn about the culture of generational poverty and how research-based strategies can make tobacco prevention more effective with low socio economic status populations. Based on the book "Bridges Out of Poverty: Strategies for Professionals and Communities" by Ruby Payne, Ph.D, Phil DeVol, and Terie Dreusi-Smith. Co-author Terie Dreusi-Smith will share understanding and strategies based on years of experience and the work of Dr. Payne. This workshop will increase participants' awareness of differences in economic cultures and how those differences impact opportunities. Participants will leave with skills needed to develop action plans that will improve service to their clients. This workshop will take place February 12 from 8:30 AM - 3:30 PM at Kit Carson Restaurant Banquet Room 107 SW Interstate Ave., Chehalis, 98532. [Register now](#) or for more information contact [Deb Drandoff](#) ESD 112, 360.750.7500 x 303. Registration deadline is February 2. This course will also be offered February 27 in Renton. Check TPRC calendar.

Help Teens Stop Using Tobacco

February 26, Vancouver- [TAP/TEG - Help Teens Stop Using Tobacco](#)

This is a two-day course instructed by Jim Crowley. It will provide attendees with the tools to implement Tobacco Awareness Program (TAP) and Tobacco Education Group (TEG) -- two research-based teen tobacco intervention and cessation programs, as well as tools for engaging all youth in tobacco prevention. The materials received from this course will include a copy of the TAP/TEG curriculum, student guides and reference materials. Lunch will be provided. This course will take place Monday & Tuesday, February 26 & 27 from 8:30 AM to 4:00 PM at ESD 112, 2500 NE 65th Avenue, Vancouver 98661. [Register now](#) or for more information contact: Sheryl Taylor at sheryl.taylor@esd112.org 360.750. 7500 x266. Registration deadline is 2/19/07.

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Newsletter Contacts:

- [Editor, Kimberly Nelson](#)
- [Tobacco Free Coalition of Clark County](#)
- [Tobacco Free Coalition of Skamania County](#)
- [Clark County Public Health Tobacco Prevention and Education Program](#)
- [Washington State Department of Health Tobacco Prevention and Control Program](#)
- [Subscribe to this Newsletter](#)



Send photos of your tobacco-related event to:
TobaccoTidbits@comcast.net

Calendar of Events

- 2/08 **Schools Task Force** meeting, 7:30-9 AM, ESD 112. Contact: [Dinah Brosius](#) 360.750.7500 x 144
- 2/08 **Secondhand Smoke Task Force** meeting, 1:30-3 PM, Clark County Center for Community Health, 3rd floor. Contact: [Theresa Cross](#), 360.397.8000 x 7378
- 2/13 **Tobacco Free Coalition of Clark County**, 2:30-4 PM, Memorial campus of SWMC, Medical Office Building, Fir/Willow Room, 100 E. 33rd St, Vancouver. Contact: [Long Vue](#) 360.397.8214
- 2/14 **Alternative to Ticketing Task Force** meeting, 12:00-1:00 PM, Clark County Public Health, 3rd floor. Contact: [Long Vue](#) 360.397.8214
- 2/15 **Alternative to Ticketing** class, Clark County Public Health, 3rd floor 6-8 PM. Contact: [Long Vue](#) 360.397.8214
- 2/18-24 **Through with Chew Week** <http://www.throughwithchew.com/twc/default.asp>
- 2/22 **Great American Spit Out** <http://www.throughwithchew.com/twc/default.asp>
- 2/27-28 **TAP & TEG** (ESD112) More info on the Tobacco Prevention Resource Center Web site: www.tobaccoprc.org
- 3/1 **TATU conference**, 8:30 AM-1:15 PM, Clark College. Contact: [Dinah Brosius](#) 360.750.7500 x 144
- 3/8 **Tobacco Free Coalition of Skamania** meeting, 3:00-4:30 PM, Rock Creek Center, Stevenson. Contact: [Theresa Cross](#) 360.397.8000 x 7378

Please [let us know](#) about your tobacco related events so we can post them here.

Tobacco Prevention and Cessation Related Web Links

- [Action on Smoking and Health](#) - Everything for people concerned about smoking and nonsmokers' rights, smoking statistics, quitting smoking, smoking risks, and other smoking information: www.ash.org
- [Americans for Nonsmokers' Rights](#) - Leading national organization dedicated to nonsmokers' rights: www.no-smoke.org
- [American Legacy Foundation](#) - A national, independent public health foundation located in Washington, D.C., the foundation develops national programs that address the health effects of tobacco use: www.americanlegacy.org
- [Campaign for Tobacco Free Kids](#) - Fighting to free America's youth from tobacco and to create a healthier environment: www.tobaccofreekids.org
- [CHAMPSS](#), Children Helping And Motivating Parents to Stop Smoking - Provides kids with tips on how to talk to their parents about quitting smoking, and offers educational materials and other information they will need to support their parents through a quit attempt: www.champss.org
- [Chewfree.com](#) - A Web site designed to help people quit using chewing tobacco or snuff (smokeless tobacco): www.chewfree.com
- [Listing of Smoke-free Housing in Clark County](#) - a resource for renters seeking smoke-free rental homes and apartments: <http://www.clark.wa.gov/health/tobacco/secondhand/housing.html>
- [O2 Magazine](#) - A publication designed by Washington teens to discuss their efforts at fighting tobacco and showcase their creative talents with feature stories original artwork and photographs: <http://www.unfilteredtv.com/o2magazine/>
- [SecondHandSmokesYou](#) - Washington State Department of Health information on the revised Clean Indoor Air Act (RCW 70.160) that went into effect 12/8/05: www.secondhandsmokesyou.com
- [SeeThruTheSmoke.com](#) - A Washington State Department of Health web site where you can find facts and information about the dangers of tobacco, interactive features, ways to get involved in the real-world, news stories, contests and much more: www.seethruthesmoke.com
- [Smoke-Free Environments Law Project](#) - includes detailed information on reasons why smoke-free apartments make sense for landlords and tenants and are in conformity with the law. Lists methods of addressing the issue and links to other Web resources: <http://www.tcsq.org/sfelp/apartment.htm>
- [SMOKEFREE Network](#) - Site aimed at winning the right to breathe smoke-free air, facilitating communication among smoke-free advocates and key decision makers and sharing information about the tobacco industry: www.SMOKEFREE.net
- [Smoke-Free Pregnancy Resource](#) - A national program supported by The Robert Wood Johnson Foundation working to discover the best ways to help pregnant women quit smoking and spread the word about effective, evidence-based treatments: www.smokefreefamilies.org
- [Tobacco Fact Clipboard](#) - The American Legacy Foundation has compiled a wide range of tobacco, smoking, and health-related facts in a single, easy to use database: www.americanlegacy.org/158.htm
- [Tobacco Scam](#) - Know a restaurant that needs convincing to go smoke free? Have them get the facts about the benefits of going smoke-free at: www.TobaccoScam.ucsf.edu
- [Tobacco Quit Line](#) - A cessation specialist will provide free one-on-one counseling and a customized quit plan to help you kick the habit for good. Listen to a sample call at: www.QuitLine.com
- [Tobacco Prevention Resource Center](#) (TPRC) - provides training and technical assistance to Washington State Department of Health tobacco prevention and control contractors and other key stakeholders. Operated by ESD 112 in partnership with the network of nine ESDs in Washington State. www.tobaccoprc.org
- [The Tobacco Technical Assistance Consortium](#) (TTAC) is an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs: www.ttac.org

Links to external resources are provided as a public service and do not imply endorsement by the Clark County Public Health.